

3RD SALES PERIOD PROMOTIONAL ACTIVITIES - LOUISIANA

- M.I.S.T.
- Va Slims Ultra Lts Test Expansion **1987**
- Cambridge F-F Intro.

C = Materials due in Carlsbad
F = Materials due in Field
P = Product due in Field
↔ = Program Period

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
WEEK STARTS MONDAY	5 12 19 26	2 9 16 23	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	6 5 12 19 26	2 9 16 23 30	7 14 21 28
PACK PROMOS:												
- VSUL 2 For 1					C P/F	↔						
- VSUL 2 For 1					C P/F	↔						
- VSUL 2 w/Ltr.						C F	↔					
- Camb FF 2For1					C P/F	↔						
- Marl 2 w/Ltr.				C F	↔							
- Camb 2 For 1 (60 deal)						C F	↔					
CARTON PROMOS:												
- VSUL 2 For 1					C P/F	↔						
- VSUL 5 For 3					C P F	↔						
- VSUL ctn w/inc						C F	↔					
- Camb ctn w/cpn					C F	↔						
- Marl Sports A-					C F	↔						
VSUL POS:												
June Materials					C F	↔						
July Materials						C F	↔					
Aug. Materials							C F	↔				
CAMB POS:												
July Materials					C F	↔						
Aug. Materials						C F	↔					

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31		VSUL 2 FOR 1 MARL. 2 W/LTR.				

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	MONTH OF JUNE MARLBORO 2 W/LIGHTER VSUL 2 FOR 1					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	CAMBRIDGE FULL FLAVOR 2 FOR 1					
21	22	23	24	25	26	27
	CAMBRIDGE CARTON W/COUPON SPECIAL COVERAGE CONTACTING ACCTS. WITH LATE AUTHORIZATION AND PLACING AS MANY OF THE PRESOLD 2 FOR 1'S (CAMP.) AND 5 FOR 3 (VSUL) DISPLAYS AS POSSIBLE					
28	29	30				
	CAMBRIDGE FF NATIONAL INTRO. MARL. SPORTS BAG					

JUNE

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 BEGIN PLACING PRESOLD VSUL 2 PACKS W/INCENTIVE	14	15	16	17	18
19	20 VSUL CARTON W/INCENTIVE	21	22	23	24	25
26	27	28	29	30	31	

JULY

JUNE 1987
S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

AUGUST 1987
S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 CAMBRIDGE 2 FOR 1	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

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